**SOURDOUGH SAM’S**

**Objective Statement:**

To start a healthy fast food restaurant from conception of the idea to the closeout meeting one month after then grand opening on July 16th of 2012.

**Scope Statement:**

The scope of this projectbegins with the formation of a team who have in common an idea for a health food restaurant. It ends with the closeout meeting where that team reconvenes to discuss best practices and to evaluate its progress. The grand opening of the restaurant is scheduled for Saturday, July 14, 2012. This is more than enough time for the project to be completed. Included in this project plan are all the tasks that need to be done in order to design the company, lease and remodel the building, acquire all necessary licenses, install the IT system, hire employees, advertise, find suppliers, and plan the grand opening. There is also a communication plan and charter to keep the team organized and a risk plan included with the cost schedule for budgeting. This project is to implement the start-up of a healthy fast food restaurant according to the specifications in the business plan in the previous sections of this entire document.

**Communication Plan:**

The General Management Team is made up of Tina Grau, Lyndee Restad and Jon Olson. The Information Technology Team is Hung Kha and Michael Randall. And the Project Manager is Mandalyn Echols.

During the Start-Up Phase of the project, there will need to be a lot of collaboration on a consistent basis. Each week all three teams will meet at Keller to discuss ideas and to present work done thus far. All other communication will be through email, including questions and requests for feedback.

The GM Team is responsible for all decisions regarding the concept of the restaurant and for writing the business plan. All questions concerning this area will be addressed to the GM Team. Please refer to the Responsibility Matrix for more specific information about who to ask.

The IT team is responsible for designing the Information System according to the specification of the GM Team. They will need to collaborate closely with the GM Team in designing the system. They will also need to keep the PM informed and cost and schedule specifically.

The PM will need to stay informed of all information regarding what steps must be done, who will do them, how much they will cost, and how long they will take to be completed.

Once the Start-Up Phase is over, at this point, the entire project should be planned out. The PM will then be responsible for monitoring the progress to include any changes that arise in scope, cost, schedule, resources or risk. This can be done on a monthly basis until March of 2012, when it should be stepped up to a weekly basis as time becomes more urgent.

During the Project Work Phase, the IT Team will already know exactly what needs to be done, and will be required to schedule meetings with the GM Team as needed to get approval for such things as the website, or to train employees on the system.

The GM Team will be working with each other during this stage while preparing to open the restaurant. They will need to stay in contact weekly to give status reports to each other. The last three months before the Grand Opening, they will need to meet three times a week to see that they are on track because there is a lot to be done during this part of the project and it becomes more time sensitive.

**Responsibility Matrix:**

This is a high level matrix intended for clarifying who will be working on different sections of the entire business start-up project. For specific task responsibilities, please refer to the final column in the Gantt Chart below or to the Management Plan in the Business Plan section of this document.

|  |  |
| --- | --- |
| **Responsibility** | **Resource** |
| Business Plan | GM Team |
| Operations Plan | Tina Grau |
| Marketing Plan | Lyndee Restad |
| Finance Plan | Jon Olsen |
| Information Systems Plan | Hung Kha & Michael Randall |
| Project Plan | Mandalyn Echols |

**WBS:**

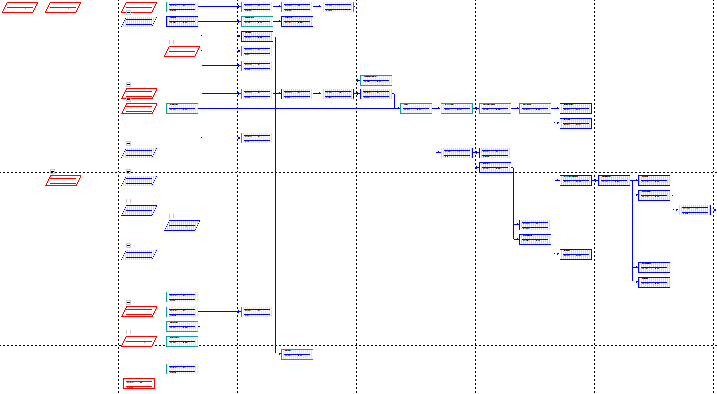
1. Restaurant Concept
   1. Create Concept
   2. Write Description
   3. Plan Ambiance
2. Location
   1. Do Market Research
   2. Research Locations
   3. Research Competition
   4. Choose Site
3. Remodeling
   1. Hire Interior Designers
   2. Buy Furniture (or do the interior designers do that?)
4. Information Systems
   1. Clarify Requirements
   2. Design Structure
   3. Install System
5. Supplies
   1. Source Suppliers
   2. Buy Glasses
   3. Buy Cookware / dinnerware
   4. Buy Food
6. Legalities
   1. Sign Lease
   2. Get Licenses
7. Staff
   1. Hire/ Train Cooks
   2. Hire/ Train Waitresses
8. Marketing
   1. Make Press Releases
   2. Design and Order menus
   3. Plan Grand Opening
9. Closeout Meeting

**Gantt Chart Schedule:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task Name | Duration | Start | Finish | Predecessors | Resource Names |
| **Sourdough Sam's** | **326 days** | **Mon 5/16/11** | **Mon 8/13/12** |  |  |
| **Start-up Phase** | **127 days** | **Mon 5/16/11** | **Tue 11/8/11** |  |  |
| **Establish Team** | **21 days** | **Mon 5/16/11** | **Mon 6/13/11** |  |  |
| Create Charter | 2 days | Mon 5/16/11 | Tue 5/17/11 |  | Mandalyn |
| Create Communication Plan | 2 days | Wed 5/18/11 | Thu 5/19/11 | 4 | Mandalyn |
| Write Risk Plan | 3 days | Fri 5/20/11 | Tue 5/24/11 | 5 | Mandalyn |
| Reasearch Costs | 14 days | Wed 5/25/11 | Mon 6/13/11 | 6 | Mandalyn |
| **Develop Concept** | **127 days** | **Mon 5/16/11** | **Tue 11/8/11** |  |  |
| Plan Ambiance | 5 days | Mon 5/16/11 | Fri 5/20/11 |  | GM Team |
| Hire Designer to Do Logo | 2 days | Mon 5/23/11 | Tue 5/24/11 | 9 | Tina |
| Trademark Logo | 6 mons | Wed 5/25/11 | Tue 11/8/11 | 10 |  |
| Create Menu | 1 mon | Mon 5/23/11 | Fri 6/17/11 | 9 | Lyndee |
| **Write Business Plan** | **21 days** | **Mon 5/23/11** | **Mon 6/20/11** |  |  |
| Describe Operations | 1 mon | Mon 5/23/11 | Fri 6/17/11 | 9 | Tina |
| Research and Analyse Market Data | 1 mon | Mon 5/23/11 | Fri 6/17/11 | 9 | Lyndee |
| Calculate Financials Five Years Out | 5 days | Tue 6/14/11 | Mon 6/20/11 | 7 | Jon |
| **Location** | **25 days** | **Wed 5/18/11** | **Tue 6/21/11** |  |  |
| Do Market Research | 5 days | Wed 5/18/11 | Tue 5/24/11 | 4 | Lyndee |
| Research Locations | 10 days | Wed 5/25/11 | Tue 6/7/11 | 18 | Lyndee |
| Research Competition | 5 days | Wed 6/8/11 | Tue 6/14/11 | 19 | Lyndee |
| Choose Site | 5 days | Wed 6/15/11 | Tue 6/21/11 | 20 | Lyndee |
| **Preparation** | **94 days** | **Mon 6/20/11** | **Thu 10/27/11** |  |  |
| Get Business License | 5 days | Mon 6/20/11 | Fri 6/24/11 |  |  |
| Sign Lease | 1 day | Mon 6/27/11 | Mon 6/27/11 | 21,23 | GM Team |
| Hire Interior Architect | 5 days | Tue 6/28/11 | Mon 7/4/11 | 24 | Tina |
| Submit Final Construction Plans | 3 mons | Tue 7/5/11 | Mon 9/26/11 | 25 | Tina |
| Apply for Plan Review | 1 mon | Tue 9/27/11 | Mon 10/24/11 | 26 | Tina |
| Get Food Service License | 1 day | Tue 10/25/11 | Tue 10/25/11 | 27 | Tina |
| Get Loan | 20 days | Mon 6/27/11 | Fri 7/22/11 | 23 | Jon |
| Get Insurance | 3 days | Tue 10/25/11 | Thu 10/27/11 | 27 | Tina |
| **Information Systems** | **45 days** | **Tue 6/28/11** | **Mon 8/29/11** |  |  |
| Hire IT company | 5 days | Tue 6/28/11 | Mon 7/4/11 | 24 | Tina |
| Clarify Requirements | 2 mons | Tue 7/5/11 | Mon 8/29/11 | 32 | GM Team |
| Design Structure | 2 mons | Tue 7/5/11 | Mon 8/29/11 | 32 | IT Team |
| **Project Work Phase** | **326 days** | **Mon 5/16/11** | **Mon 8/13/12** |  |  |
| **Remodeling** | **35 days** | **Tue 10/25/11** | **Mon 12/12/11** |  |  |
| Hire Interior Construction Co | 1 mon | Tue 10/25/11 | Mon 11/21/11 | 27 | Tina |
| Hire Interior Designers | 10 days | Tue 11/22/11 | Mon 12/5/11 | 37 | Tina |
| Buy Furniture | 5 days | Tue 12/6/11 | Mon 12/12/11 | 38 | Tina |
| Buy Office Equipment | 5 days | Tue 12/6/11 | Mon 12/12/11 | 38 | Tina |
| **Information Systems** | **77 days** | **Tue 8/30/11** | **Wed 12/14/11** |  |  |
| Install System | 1 day | Tue 12/13/11 | Tue 12/13/11 | 40 | IT Team |
| Train Manager on IT | 1 day | Wed 12/14/11 | Wed 12/14/11 | 42 | IT Team |
| **Create Social Media** | **5 days** | **Tue 8/30/11** | **Mon 9/5/11** |  |  |
| Design Web Site | 5 days | Tue 8/30/11 | Mon 9/5/11 | 34 | IT Team |
| Design Facebook Page | 1 day | Tue 8/30/11 | Tue 8/30/11 | 34 | IT Team |
| **Supplies** | **188 days** | **Tue 10/25/11** | **Thu 7/12/12** |  |  |
| Source Suppliers | 10 days | Tue 10/25/11 | Mon 11/7/11 | 27 | Lyndee |
| Buy Kitchen Equipment | 1 day | Tue 12/6/11 | Tue 12/6/11 | 38 | Lyndee |
| Buy Cookware | 5 days | Tue 12/6/11 | Mon 12/12/11 | 38 | Lyndee |
| Buy Food | 1 day | Thu 7/12/12 | Thu 7/12/12 |  | Lyndee |
| **Staff** | **65 days** | **Mon 5/16/11** | **Fri 8/12/11** |  |  |
| Hire / Train Cooks | 3 mons | Mon 5/16/11 | Fri 8/5/11 |  | GM Team |
| Hire / Train Cashiers | 3 mons | Mon 5/16/11 | Fri 8/5/11 |  | GM Team |
| Buy Uniforms | 5 days | Mon 8/8/11 | Fri 8/12/11 | 53,54 | Tina |
| **Marketing** | **280 days** | **Mon 6/20/11** | **Sat 7/14/12** |  |  |
| Make Press Releases | 2 mons | Tue 5/22/12 | Sat 7/14/12 |  | Jon |
| Order Menus | 5 days | Mon 6/20/11 | Fri 6/24/11 | 12 | Lyndee |
| Plan Grand Opening | 1 mon | Tue 6/19/12 | Sat 7/14/12 |  | GM Team |
| **Closeout Meeting** | 1 day | Mon 8/13/12 | Mon 8/13/12 |  | GM Team |

**Network Diagram:**

This is a high level network diagram formulated through the Gantt Chart. It is a visual representation of the intended progress of the project and can be used to help monitor the project to see that it is on track.



**Risk Plan:**

The risk plan is an ongoing part of the project. It will be revisited often to be updated as to which risks have passed and what new risks have developed. Each risk is listed on the left and a level of risk is assigned to it in the second column. This level is based on a scale from 1 to 5, 1 being low. The level is calculated by determining if the likeliness of occurrence as well as the impact to the project. Then a contingency plan is developed for in the case of the risk becoming a reality.

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| --- | --- | --- |
| **RISK** | **LEVEL** | **CONTINGENCY** |
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**Start-Up Costs with Risk Budget:**

The cost estimate technique that will be used is the Contingency Plan Method. This is because some estimates may have unknowns that will cause them to increase and this risk needs to be budgeted into the estimate. We have chosen contingency percentages based on the accuracy of the cost estimate. Cost assumptions are based on the approved estimate by the GM Team, based on research done by them and the project manager. In the case of a cost that is calculated monthly, we have included the first 2 months. Rent is an exception, where we have calculated the rent for six months.

For items classified as an Order of Magnitude, we are allocating a 50% increase to the estimate. A place where the Order of Magnitude type will be used is when working with contractors because the site has not been selected so accurate estimating cannot be done until then.

There will also be estimates categorized as Budget estimates, which have some support but may not be accurate because these costs can fluctuate. In this case, a 30% adjustment will be made. The estimates that are categorized as Definitive will be as close to the actual cost of the task as possible. This is due to past experience and knowledge of the actual costs. These estimates will be allocated a 10% adjustment.

|  |  |
| --- | --- |
| **Contingency Cost Type** | **Percentage** |
| Order of Magnitude | 50% |
| Budget | 30% |
| Definitive | 10% |

|  |  |  |  |
| --- | --- | --- | --- |
| **COSTS** | **COST ASSUMPTIONS** | **RISK LEVEL** | **RESERVE BUDGET** |
| Rent | $6,000 | Definitive | $6,600 |
| Utilities | $3,000 | Budget | $3,900 |
| Trash | $1,500 | Definitive | $1,650 |
| Insurance | $2,700 | Definitive | $2,970 |
| Business Formation | $300 | Definitive | $330 |
| Business Licenses | $935 | Definitive | $1,028 |
| Trademark | $375 | Definitive | $413 |
| Contractor Services | $17,683 | Order of Magnitude | $26,525 |
| Cabinetry/Painting | $5,000 | Order of Magnitude | $7,500 |
| Fixtures | $1,000 | Budget | $1,300 |
| Signage Upgrades | $2,500 | Budget | $3,250 |
| Furniture | $3,900 | Budget | $5,070 |
| IT Equipment and Installation Quote | $19,247 | Definitive | $21,172 |
| Kitchen Equipment | $34,905 | Definitive | $38,396 |
| Labor | ??? | Order of Magnitude |  |
| Management Salaries | $9,195 | Budget | $11,954 |
| First 6 Months Dry Goods Inventory | $219,394 | Order of Magnitude |  |
| First 6 Months Food Inventory | $216,219 | Order of Magnitude |  |
| **TOTAL** |  |  |  |